

**Town of Davidson, NC**  
**Design Review Board: Staff Analysis**  
**Project Manager: S. Chad Hall**  
**February 21, 2018**

**Project:** CVS - signage  
**Location:** 127 South Main Street  
**Applicant:** CVS  
**Designer:** Icon  
**Planning Area:** Village Center

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CVS, located at 127 South Main Street, proposes to replace their existing signage and add additional signage on their property. The signs include:

- Two wall signs
- Two Window signs
- One door sign
- Hours of Operation sign

The two walls signs are proposed to replace the existing wall signs, located on the east and west sides of the building. Changes to the signs include the addition of the “heart” logo and a change from red to white lettering. The sign will remain the same, at 18.8 square feet, meeting Davidson Planning Ordinance (DPO) requirements. No lighting is proposed, as external lighting is already available.

The proposed window signs are Minute Clinic signs to be located on the west and south elevations. These include proposed a red/marron with white lettering. There is an issue with these signs, since they are indicated as being internally illuminated.

One door sign is proposed to call attention to a receiving entrance. As currently proposed, this sign is listed at three square feet, but is restricted to two square feet per the DPO.

The Hour of Operation signs are proposed to be relocated from within windows to be located on the exterior. As currently proposed, the signs do not meet DPO restrictions of one square foot.

Also associated with the sign request is removal of an Hour Photo sign.

The only material listed on the application is aluminum. Further clarification is needed, particularly for the door sign.

## **DAVIDSON PLANNING ORDINANCE:**

### **SIGNS**

#### **Section 11.2.2.B Required Permits**

*All signs proposed to be affixed to a structure in the Local Historic Overlay District must be approved by the Design & Historic Review Board to determine that the signage meets the provisions of this section and any additional historic district requirements.*

#### **Section 11.3.1.1 Single-Tenant Buildings**

- A. *One sign from the following list are allowed on each façade: wall, projecting, hanging, freestanding, and two additional from the following: sidewalk, awning, canopy, window, and door.*
- B. *One additional sign may be located at the secondary entrance from the following: wall, awning, canopy, window, or door.*

#### **Section 11.4.1.2 Wall Sign**

*A sign directly attached and parallel to a building façade or dependent upon a building for its support. Wall signs may consist of sign board, metal, or channel letters mounted directly on wall or via raceway, neon, or paint directly on brick.*

1. *Permitted Location*
  - *Building facades that face the right of way, pedestrian passageways, and/or parking associated with the establishment.*
2. *Area & Dimensions*
  - *Maximum sign area per facade is five percent of the ground floor facade area on which the sign is located OR 24 square feet, whichever is greater. The Design Review Board must approve all signs greater than 24 square feet.*
  - *For multi-bay, multi-tenant buildings, the facade area shall include only that portion of the facade designed for a specific tenant.*
3. *Height*
  - *The top of a wall sign shall not exceed 18 feet above grade.*
4. *Additional Requirements*
  - *Internally illuminated signs, including LED signs, are not permitted.*
  - *Signs must either be a minimum of 1.5 inches thick or include a 1.5 to 2 inch border.*

#### **11.4.1.3 Window Sign**

*A sign affixed to the surface of a window or displayed within one foot of the window and visible from a street or park.*

1. *Permitted Location*
  - *Windows on ground-level facades and upper level arcades only.*
2. *Area & Dimensions*
  - *Maximum size is 25 percent of the window area Neon signs mounted on the interior of storefront windows shall not exceed 10 square feet in area, and shall be counted as part of the total window sign area.*
3. *Height*
  - *No maximum, but signs are limited to windows on ground-level facades and upper level arcades only.*
4. *Additional Requirements*

- *Internally illuminated signs, including LED and neon, are not permitted, except for interior mounted neon signs not exceeding 10 square feet in area.*
- *To ensure that visibility both in and out of the window is not obscured, such signs may be silk-screened, vinyl, etched, or hand-painted.*

#### **11.4.1.4 Door Sign**

*A sign applied, mounted or painted on the solid portion of a door; or a sign that is attached, applied, painted, silk screened, or etched onto the glass pane of a door.*

1. *Permitted Location*
  - *Storefront doors only.*
2. *Area & Dimensions*
  - *Two square feet maximum per door.*
3. *Height*
  - *None.*
4. *Additional Requirements*
  - *Internally illuminated signs, including LED signs, are not permitted.*

#### **11.6.3 Hours of Operation (Signs that do not require a permit)**

*A commercial establishment may display the hours of operation on the main entry or on a window next to the main entry. Such sign may not display letters or numbers exceeding three inches in height. The sign area may not exceed one square foot. The sign must be vinyl, etched, silk-screened, or painted on glass.*

### **DAVIDSON HISTORIC DISTRICT DESIGN GUIDELINES:**

#### **Signs**

2. *Retain and preserve signs that contribute to the overall historic character of a building.*
5. *Introduce new signs, if needed, in traditional locations where they do not diminish or compromise the overall historic character of the building, site, or district. Design new signs to be compatible in location, configuration, orientation, height, material, scale, and detail with the historic character of the building, site, and district.*
7. *Construct new signs in traditional materials, such as wood, stone, or metal, or apply lettering and graphics on display windows or awning fabric. It is not appropriate to introduce signage in contemporary materials such as plastics or to introduce internally lighted signage that is incompatible with the overall historic character of the district.*